

**Wisconsin Department of Natural Resources
Bureau of Customer Service & Licensing
2005 Deer Hunting Season
License Sales Report**

“Remarkable”. Remarkable is a good term to describe the sales during the last 10 days leading up to this year’s 9-day gun hunting season. Less than two weeks before the season opened, articles throughout the state were highlighting how license sales were 11% lower than in 2004 and offering possible reasons for the decline.

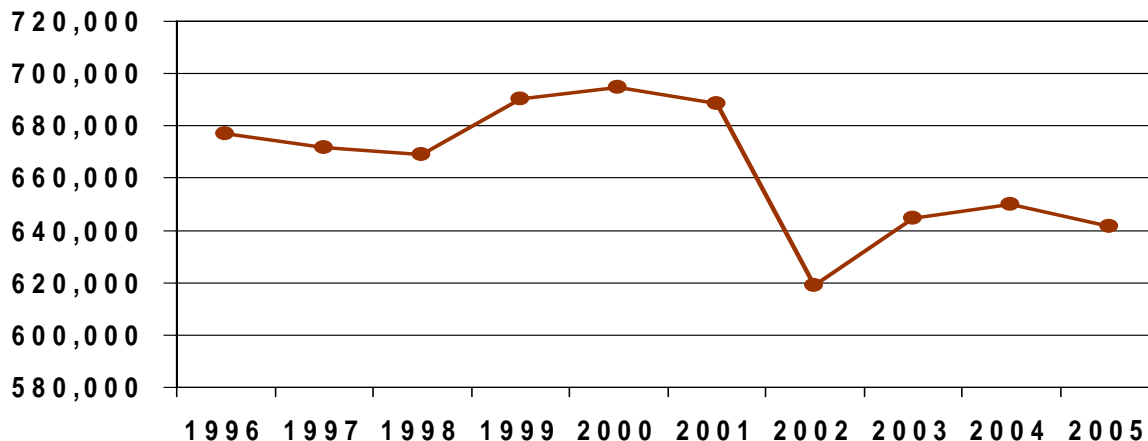
Well, deer hunters came through in a big way, yet again continuing the trend towards last minute purchasing. A total of 641,789 gun deer licenses were sold this season which is within 1% of the total sold in 2004. Some highlights include:

- This year’s sales on both Thursday and Friday (before opening day) were 18% higher each day than the same days in 2004.
- 11% of the total gun deer licenses were sold on the Friday before the season opened.
- ALIS handled sales volume flawlessly, peaking at 174 transactions per minute early Friday evening.

Gun Deer License Sales

Gun deer sales through the close of the season totaled 641,789, down 1% from 2004. Of these, 9,852 licenses were issued during the open season. The 10-year history of Gun Deer sales shown below includes Conservation Patron license holders. A complete breakdown by license type is attached.

10-Year History of Gun Deer Sales
(includes Conservation Patron licenses)

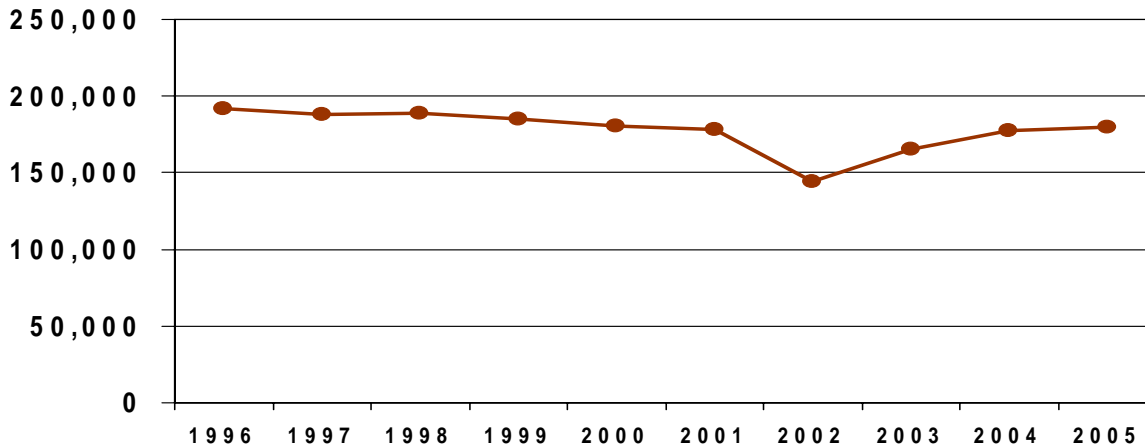


1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
677,072	671,706	668,958	690,194	694,712	688,540	618,945	644,818	649,955	641,789

Archery License Sales

Archery license sales increased over one percent from 2004 with a total of 179,853 sold in 2005. The 10-year history of Archery sales numbers does not include Conservation Patron licenses.

10-Year History of Archery Sales



1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
192,200	187,759	188,517	185,122	180,559	178,269	144,162	165,122	177,159	179,853

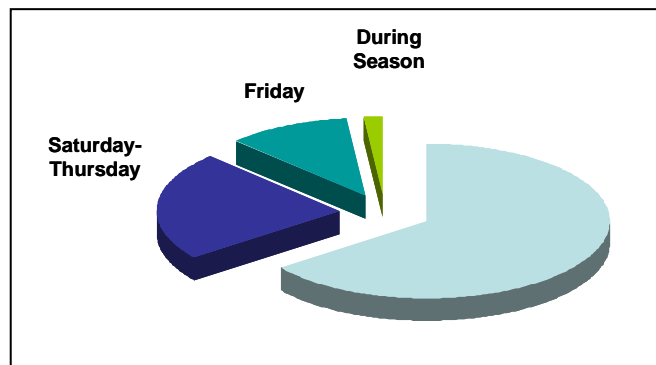
Other Licenses & Permits

- One valid tag for Zone T hunting was included with every deer hunting license that was sold. In addition, hunters purchased 172,313 antlerless deer (bonus) tags. Of these, 24,419 were issued for Zone T units. An additional 2,939 antlerless tags were issued to farmers who qualify for free permits. Bonus sales will continue through the remaining deer hunting seasons.
- A total of 6,120 CWD permits have been issued to date; 3,193 DEZ Landowner Permits and 2,927 DEZ Hunter Permits.

Last Minute Sales Activity

Licensing Highlights

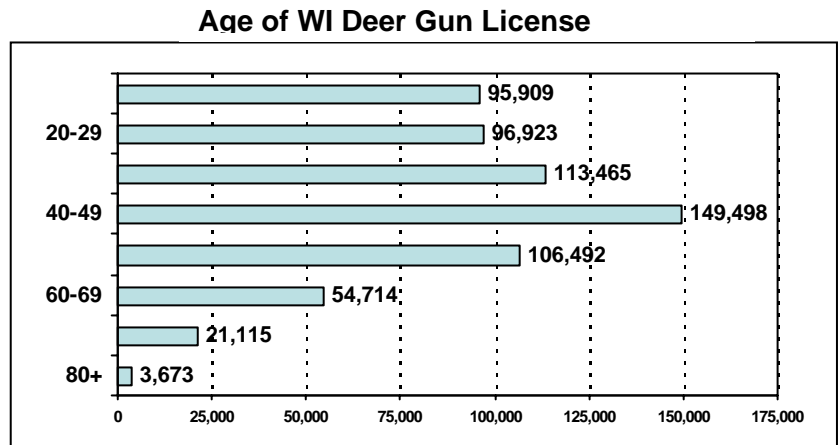
- Waiting until the last minute to buy a gun license continues to be a tradition for Wisconsin hunters. Thirty-four percent (up from 28% in 2004) of all deer licenses issued in 2005 were sold within the last week before deer season, and 11% (up from 9% in 2004) were issued the Friday before the season opener.
- Customer Service & Licensing staff continue to provide a high level of customer support to address questions and concerns about hunting regulations and tagging requirements and options. Staff responded to over **58,025 telephone calls throughout the month of November** with **20,065 calls received the week prior** to the 9-day deer season.



- There was continued interest from the media for up-to-the minute license sales statistics. Sales were monitored and reported on a weekly basis from September through mid-November, and on a daily basis during the week just prior to the opening of the season.
- Data was quickly made available to address the interests of outdoor writers and others in the media who were covering Wisconsin's deer hunting season. Queries to the ALIS database were launched at midnight on Friday, November 18 and opening day summary data was available for Saturday press information.

Who are our deer hunters?

The information that is captured in the licensing database helps us better understand our customers and their buying patterns and helps leverage our ability to expand and shape future services. Of the 641,789 hunters this gun deer season, 94.6% were Wisconsin residents, 74,899 or 11.7% were youth (under the age of 18); and 46,908 or 7.3% were Senior Citizens (65 years of age and older).



Female hunters represent 7.6% of the total number of Wisconsin deer hunters. A total of 49,000 compared to 48,128 in 2004 purchased a patron, sports or gun deer license (number includes residents and nonresidents). A more specific breakdown by gender follows:

Gender of Deer Gun License Purchasers

LICENSE TYPE	Male	Female	Unknown*	TOTAL
RES JR CONSERVATION PATRON LICENSE	3,838	194	133	4,165
RESIDENT CONSERVATION PATRON	64,331	1,161	197	65,689
RESIDENT SPORTS	74,360	3,366	638	78,364
JUNIOR SPORTS LICENSE	2,965	255	113	3,333
RESIDENT JUNIOR GUN DEER	50,379	9,606	1,523	61,508
RESIDENT GUN DEER	354,102	33,549	6,286	393,937
NONRES JR CONSERVATION PATRON	466	21	8	495
NONRESIDENT CONSERVATION PATRON	52		1	53
NONRESIDENT SPORTS	376	1	7	384
NONRESIDENT JUNIOR SPORTS	1,846	154	22	2,022
NONRESIDENT WI STUDENT SPORTS	15	4	1	20
NONRESIDENT MILITARY SPORTS	13	1	1	15
NONRESIDENT GUN DEER	29,355	673	1,467	31,495
NONRESIDENT MILITARY DEER GUN	131	5	1	137
NONRESIDENT STUDENT GUN DEER	156	10	4	170
NR WI STUDENT JUNIOR GUN DEER	2	0	0	2
TOTAL	582,387	848	10,402	641,789

**Data entry required to complete customer records*

Nonresident Deer Hunters

Hunters continued to come from every state in the country. The highest numbers of nonresident purchases came from residents of Minnesota (15,569); Illinois (9,076); Michigan (1,121); Florida (977); Iowa (804); California (599); Indiana (588); and Texas (528). This ranking has changed slightly from the 2004 season in that we sold more licenses to California residents than Indiana. Attached is a breakdown by state identifying where our nonresident hunters reside.

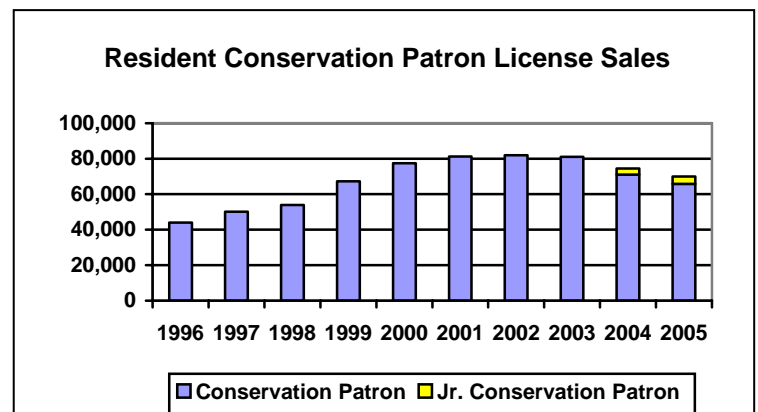
Conservation Patrons

Resident Conservation Patron license sales declined again this year to 65,689, a decrease of 5,352 (7.5%) from 2004. Several factors may have contributed to the reduction in sales:

- price increase to \$165, which is up from the \$140 in 2004
- availability of the resident Junior Conservation License
- hunting in the CWD Disease Eradication Zone does not require a hunting license.

Fifty-three (53) nonresident Conservation Patron licenses were issued in 2005, down one from the 54 issued in 2004.

Internet purchases for resident and nonresident Conservation Patron license continues to increase. A total of 6.8% of the Patron sales were from the internet, up from 4.5% in 2004.



Youth Hunters

For the second year, resident and nonresident hunters ages 12 through 17 were eligible to purchase licenses at reduced rates. A total of 74,899 gun licenses were issued to youth hunters (ages 12-17) representing 11.7% of Wisconsin deer hunters

There were 4,165 residents and 495 nonresidents who took advantage of the Junior Conservation Patron License. This represents increases of 23% and 46%, respectively, from 2004. The Junior Sports license was issued to 3,333 residents and 2,022 nonresidents.

New this year, resident youth could purchase a gun or archery license for \$20.00; \$4.00 less than the adult hunting license. DNR issued 61,508 Junior Gun Deer licenses and 15,351 Junior Archery licenses.

Where Licenses Were Purchased

More than 93% of gun deer licenses were sold at non-DNR locations. The convenience of purchasing a license via the internet proves to be the most popular single source method of purchasing a deer hunting license. Mills Fleet Farm in Appleton had the second highest sales, continuing as the highest volume over-the-counter retail location for gun deer-related purchases.

The internet was a particularly popular option for non-resident hunters. More than 15.6% of non-resident license sales for deer hunting were done via the department's online sales site, continuing an increasing trend towards online sales for nonresidents.

Top Sales Locations

AGENT NAME	LICENSES
INTERNET SALES	19,527
MILLS FLEET FARM APPLETON	10,963
MILLS FLEET FARM GREEN BAY WEST	7,939
MILLS FLEET FARM GERMANTOWN	7,749
MILLS FLEET FARM STEVENS POINT	7,340
MILLS FLEET FARM GREEN BAY EAST	6,873
GANDER MOUNTAIN BROOKFIELD	6,624
MILLS FLEET FARM OSHKOSH	6,505
MILLS FLEET FARM MARSHFIELD	6,223
MILLS FLEET FARM FOND DU LAC	5,972
MILLS FLEET FARM WAUSAU	5,788
MILLS FLEET FARM HUDSON	5,739
GANDER MOUNTAIN FRANKLIN	5,706

Among Wisconsin counties (71 of 72 excluding Menominee), the highest numbers of gun deer licenses were sold in: Dane (29,597); Brown (28,498); Waukesha (23,510); Marathon (23,035); Washington (21,743); Outagamie (20,270); and Milwaukee (17,702). A breakdown of sales by county is attached.

Attachments

Prepared by the Bureau of Customer Service & Licensing
December 2005

DEER GUN LICENSE SALES BY COUNTY OF PURCHASE
(Number of Customers Purchasing in Each County)

County	2000	2001	2002	2003	2004	2005	Percent Change from 2004
ADAMS	3317	3314	2743	2894	2913	2820	-3.19%
ASHLAND	4480	4374	4102	4569	4549	4574	0.55%
BARRON	12640	12457	11674	11975	12193	12144	-0.40%
BAYFIELD	3472	3586	3187	3386	3466	3421	-1.30%
BROWN	28502	28885	26930	28139	28363	28498	0.48%
BUFFALO	3739	3798	3454	3441	3424	3343	-2.37%
BURNETT	6004	5738	5250	5236	5158	5104	-1.05%
CALUMET	3128	4155	4621	5213	5620	5903	5.04%
CHIPPEWA	12905	12609	11540	11881	12353	13040	5.56%
CLARK	5705	5956	5470	5527	5742	5584	-2.75%
COLUMBIA	7824	7747	6829	6979	7085	6927	-2.23%
CRAWFORD	4268	4401	4084	4295	4416	4328	-1.99%
DANE	38458	37164	30416	29887	29989	29597	-1.31%
DODGE	11031	11021	10142	11272	11637	11682	0.39%
DOOR	4151	4082	3817	3880	3757	3687	-1.86%
DOUGLAS	8406	8294	6975	7345	7619	7479	-1.84%
DUNN	8300	8231	7829	8334	8654	8577	-0.89%
EAU CLAIRE	16226	16207	14857	15482	15370	14397	-6.33%
FLORENCE	1892	1820	1661	1740	1701	1539	-9.52%
FOND DU LAC	13424	13279	12460	12118	12207	12251	0.36%
FOREST	2837	2833	2587	2625	2643	2490	-5.79%
GRANT	9600	9416	7943	8312	8438	8119	-3.78%
GREEN	4312	4255	3317	3453	3489	3449	-1.15%
GREEN LAKE	3998	4099	3757	3858	3772	3616	-4.14%
IOWA	3874	3943	3086	2863	2816	2742	-2.63%
IRON	1789	1679	1485	1629	1664	1570	-5.65%
JACKSON	5143	5355	4969	5163	5309	5214	-1.79%
JEFFERSON	7853	7703	6928	7456	7557	7296	-3.45%
JUNEAU	5033	4637	3960	4163	4027	3957	-1.74%
KENOSHA	8541	8135	6739	7012	6977	7036	0.85%
KEWAUNEE	3162	3143	2997	3006	2800	2769	-1.11%
LA CROSSE	15607	15415	13867	14470	14668	14512	-1.06%
LAFAYETTE	1557	1632	1526	1540	1529	1366	-10.66%
LANGLADE	6853	7203	6736	7116	7153	7013	-1.96%
LINCOLN	7792	7771	6926	7203	6985	6880	-1.50%
MANITOWOC	10197	9899	9179	9386	9538	9169	-3.87%
MARATHON	22848	23233	21548	22733	22977	23035	0.25%
MARINETTE	10733	10690	10040	10351	9955	9617	-3.40%
MARQUETTE	3568	3514	3041	3231	3233	3216	-0.53%
MILWAUKEE	26169	24788	20486	21224	19754	17702	-10.39%
MONROE	8766	8824	8005	8589	8859	8692	-1.89%
OCONTO	6634	6616	6234	6397	6274	6033	-3.84%

County	2000	2001	2002	2003	2004	2005	Percent Change from 2004
ONEIDA	10023	9878	8930	9466	9345	9108	-2.54%
OUTAGAMIE	23319	22902	21328	21375	21189	20270	-4.34%
OZAUKEE	4381	4225	3376	3459	3518	3380	-3.92%
PEPIN	3692	3571	2399	2527	2413	2316	-4.02%
PIERCE	6271	6297	5454	5082	5287	5245	-0.79%
POLK	10807	10543	9707	10080	10355	10268	-0.84%
PORTAGE	11837	11677	10772	11373	11595	11550	-0.39%
PRICE	5176	5249	4659	5030	4923	4657	-5.40%
RACINE	12893	12515	10661	10993	11183	10136	-9.36%
RICHLAND	4120	4161	3536	3722	3890	4081	4.91%
ROCK	17610	17474	14345	15234	15079	14646	-2.87%
RUSK	4569	4453	4135	4315	4362	4314	-1.10%
SAUK	11914	12116	10091	10506	10907	10992	0.78%
SAWYER	4692	4845	4643	4872	4900	4684	-4.41%
SHAWANO	6296	6421	5919	5964	5888	5799	-1.51%
SHEBOYGAN	11846	11806	10848	11282	11500	11305	-1.70%
ST CROIX	13907	13671	12605	13392	13467	13276	-1.42%
TAYLOR	6562	6505	5900	6057	6114	5559	-9.08%
TREMPEALEAU	5118	5106	5759	5784	5851	5938	1.49%
VERNON	4685	4922	4309	4542	4618	4644	0.56%
VILAS	4539	4533	4032	4073	4119	3889	-5.58%
WALWORTH	5420	5438	4416	4765	5009	4901	-2.16%
WASHBURN	5566	5605	5232	5455	5511	5196	-5.72%
WASHINGTON	23268	23192	21513	22133	22306	21743	-2.52%
WAUKESHA	27065	26429	22622	22810	23103	23510	1.76%
WAUPACA	13424	13602	12792	13422	13285	13245	-0.30%
WAUSHARA	3731	4031	3602	3676	3734	3629	-2.81%
WINNEBAGO	16260	15875	14486	14867	15254	15086	-1.10%
WOOD	17856	17527	15485	16192	16640	16046	-3.57%
OUT OF STATE	23127	22070	21992	26997	27977	31988	14.34%
	694712	688540	618945	644818	649955	641789	-1.26%

Deer Gun License Sales History													
License Type	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005**
Res Conservation Patron	12,243	24,566	34,927	43,915	50,043	53,891	67,172	77,415	81,314	81,895	81,076	71,041	65,689
Res Jr Patron												3,386	4,165
Resident Sports	128,535	115,663	108,820	104,655	95,027	91,720	94,061	92,014	86,134	75,122	72,536	77,961	78,364
Res Junior Sports*												4,170	3,333
Resident Gun Deer	487,485	504,531	512,799	497,990	495,998	491,062	492,423	483,419	480,078	428,724	455,967	459,283	393,937
Res Jr Gun													61,508
Resident Gun Deer Totals	628,263	644,760	656,546	646,560	641,068	636,673	653,656	652,848	647,526	585,741	609,579	615,841	606,996
NR Conservation Patron					2	1	21	28	25	38	38	54	53
NR Jr Patron												339	495
NR Sports					8	14	130	232	279	277	313	325	384
NR Student Sports												10	20
NR Junior Sports													2,022
NR Military Sports												10	15
NR Gun Deer	24,228	26,016	28,398	30,512	30,628	32,270	36,387	41,604	40,710	32,889	34,888	33,214	31,495
NR Student Gun												85	170
NR Military Deer												77	137
NR WI Student Jr Gun													2
NR Gun Deer Totals	24,228	26,016	28,398	30,512	30,638	32,285	36,538	41,864	41,014	33,204	35,239	34,114	34,793
Total	652,491	670,776	684,944	677,072	671,706	668,958	690,194	694,712	688,540	618,945	644,818	649,955	641,789

*Prior to 2005, the same Junior Sports license was issued to both residents and nonresidents.

**Sales data through November 27, 2005.

Residence of 2005 Gun Deer Hunters in Wisconsin

